



ZENITH CONTINUES ITS SUPPORT FOR THE GLOBAL FIGHT AGAINST BREAST CANCER WITH THE DEFY SKYLINE 41MM IN PINK IN SUPPORT OF SUSAN G. KOMEN®

Le Locle, October 1st, 2024: ZENITH is once again joining forces with Susan G. Komen® during Breast Cancer Awareness Month, with a 100-piece limited edition of the DEFY Skyline in 41mm paired with a symbolic pink dial in support for the global fight against breast cancer, with a portion of the sales benefitting Susan G. Komen®.

Pink for hope and awareness. For the third year now, ZENITH has been lending its support to Susan G. Komen® to raise awareness on breast cancer, as part of the brand's HORIZ-ON corporate social responsibility initiative. From local activities in the USA and abroad to special edition watches to raise funds for this worthy cause, ZENITH continues its commitment to Susan G. Komen and its mission to save lives by meeting the most critical needs in communities and investing in breakthrough research to prevent and cure breast cancer. Worldwide, breast cancer ranks among the top causes of cancer mortality, claiming a life roughly every 8 seconds.

On ZENITH's ongoing support for Susan G. Komen®, CEO Benoit de Clerck shared *"One of the key pillars of ZENITH's HORIZ-ON initiative is women's empowerment, and we strongly believe that access to healthcare and education is a vital part of it. Susan G. Komen® has been doing a phenomenal job in the USA and across the world in spreading awareness and offering support. It is truly at the vanguard of the fight against breast cancer. The future is full of hope and promising innovations that are bound to offer a brighter, healthier future for all, and ZENITH is truly humbled to play a small role in this valiant effort"*.

"At Komen, we work to create a world without breast cancer—but we cannot do it alone. Through ZENITH's generous contributions, totaling over \$700,000 since 2022 and steadfast support, Komen can continue to provide patient care services to thousands of families and accelerate research to save more lives from breast cancer," said Sarah Rosales, senior vice president of corporate partnerships at Komen. *"Together through this meaningful partnership, we ensure no one has to face breast cancer alone, bringing new hope to all those affected by this disease."*

Following a special pink edition of the Chronomaster Original in 2022 and the Chronomaster Sport in 2023, ZENITH is presenting for the first time a pink limited edition in the DEFY collection. The DEFY Skyline in 41mm represents the brand's most forward-looking expression of horology, bridging the Manufacture's illustrious past with its vision for the future of watchmaking. With its bold facets and architectural lines, the DEFY Skyline is a versatile work of both style and substance. Now, with the DEFY Skyline Pink edition, it's also a symbol of hope, optimism and solidarity.

A limited edition of 100 pieces, the **DEFY Skyline Pink** edition marks the first time that a pink dial has been featured in the 41mm unisex version of the DEFY Skyline. Bright, metallic, and radiant with its sunburst satin finish, the pink tone of the dial shifts dramatically with the light. The engraved geometric motif consisting of the four-pointed star, an emblem of past DEFY models from as far back as 1969, is given a new chromatic context in this special edition. With every detail carefully thought out, the date wheel visible through the window at 3 o'clock is finished in the same pink tone as the dial. Opposite at 9 o'clock is the world's first and only constant 1/10th of a second indicator, a testament of the DEFY Skyline's high-frequency precision and a reminder that every fraction of a second is precious.

The **DEFY Skyline Pink** edition is powered by the El Primero 3620 automatic high-frequency calibre, the latest generation of ZENITH's groundbreaking movement. Its unique 1/10th of a second indicator is driven directly from the 5Hz escapement. It features a power reserve of approximately 60 hours and is endowed with a stop-second mechanism for precise time-setting.



Conceived with adaptability in mind, the **DEFY Skyline Pink**'s case back features an ingenious quick strap-changing mechanism, allowing the wearer to easily swap between the steel bracelet and supplied white rubber strap without requiring any tools or watchmaking expertise.

The **DEFY Skyline Pink** edition is limited to 100 pieces and available from ZENITH physical and online boutiques as well as authorized retailers around the world. 20% of the proceeds from the sale of the **DEFY Skyline Pink Edition** will directly be donated to Susan G. Komen, supporting its efforts to make a positive impact on their community by allowing patients everywhere to live better, longer lives.



ZENITH: TIME TO REACH YOUR STAR.

ZENITH exists to inspire individuals to pursue their dreams and make them come true - against all odds. Since its establishment in 1865, ZENITH became the first vertically integrated Swiss watch manufacture, and its watches have accompanied extraordinary figures that dreamt big and strived to achieve the impossible - from Louis Blériot's history-making flight across the English Channel to Felix Baumgartner's record-setting stratospheric free-fall jump. Zenith is also highlighting visionary and trailblazing women by celebrating their accomplishments and creating the DREAMHERS platform where women share their experiences and inspire others to fulfil their dreams.

With innovation as its guiding star, ZENITH exclusively features in-house developed and manufactured movements in all its watches. Since the creation of the El Primero in 1969, the world's first automatic chronograph calibre, ZENITH has gone on to master high-frequency precision and offers time measurements in fractions of a second, including 1/10th of a second in the Chronomaster collection and 1/100th of a second in the DEFY collection. Because innovation is synonymous with responsibility, the ZENITH HORIZ-ON initiative affirms the brand's commitments to inclusion & diversity, sustainability and employee wellbeing. ZENITH has been shaping the future of Swiss watchmaking since 1865, accompanying those who dare to challenge themselves and reach new heights. The time to reach your star is now.

ABOUT SUSAN G. KOMEN®

Susan G. Komen® is the world's leading nonprofit breast cancer organization, working to save lives and end breast cancer forever. Komen has an unmatched, comprehensive 360-degree approach to fighting this disease across all fronts and supporting millions of people in the U.S. and in countries worldwide. They advocate for patients, drive research breakthroughs, improve access to high-quality care, offer direct patient support and empower people with trustworthy information. Founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life, Komen remains committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow's cures. Visit komen.org or call 1-877 GO KOMEN. Connect with Komen on social at www.komen.org/social.

DEFY SKYLINE PINK 41 MM

Reference: 03.9301.3620/18.I001

Key points: El Primero 3-hand watch. High-frequency indication: 1/10th of a second subdial at 9 o'clock. Silicon escape wheel and lever. Starry sky pattern on the dial. Screwed-in crown. Full Interchangeable strap system.

Movement: El Primero 3620 automatic

Frequency: 36'000 VpH - 5Hz

Power reserve: approx. 60 hours

Functions: Hours and minutes in the centre; 1/10th of a second indication at 9 o'clock; Date indication at 3 o'clock

Finishes: Special oscillating weight with satined finishings

Price: 9'900 CHF / 10'800 €

Material: Stainless Steel

Water resistance: 10 ATM

Case: 41mm

Dial: Pink sunburst starry sky pattern

Hour markers: Rhodium-plated, faceted and coated with SuperLuminova SLN C1

Hands: Rhodium-plated, faceted and coated with SuperLuminova SLN C1

Bracelet & Buckle: Stainless steel bracelet. 2nd bracelet white rubber with starry sky pattern.

Stainless steel folding clasp.

Limited edition: 100 units

